

# CITRUS PRICE LIST

Effective August 15, 1954

(Prices subject to change without notice)

STOCKS USED: Rough Lemon, Sour Orange, Sweet Orange and Cleopatra.

## STANDARD VARIETIES

ORANGES: Hamlin, Parson Brown, Jaffa, Pineapple, Valencia, Lue Gim Gong, Surprise Navel.

GRAPEFRUIT: Duncan, Marsh Seedless, Thompson Pink, Red Seedless.

## PRICES

CALIPER SIZE	100 OR MORE TREES	10-99 TREES	1-9 TREES
1/2"	\$1.10	\$1.20	\$1.30
5/8"	1.20	1.30	1.40
3/4"	1.30	1.40	1.50
7/8"	1.40	1.50	1.60
1" or over	1.50	1.60	1.70

## FANCY VARIETIES

Dancy Tangerine  
Temple Orange  
King Orange  
Satsuma Orange

Clementine Orange  
Orlando Tangelo  
Minneola Tangelo  
Seminole Tangelo  
Calamondin

Persian Lime  
Avon Lemon  
Meyer Lemon  
Ponderosa Lemon

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5/8"	1.30	1.40	1.50
3/4"	1.40	1.50	1.60
7/8"	1.50	1.60	1.70
1" or over	1.60	1.70	1.80

## SELECTED TREES FOR YARD, LANDSCAPING, AND SPECIAL ORDER

Any of the above varieties especially selected for symmetry and appearance and trimmed with bushy tops at \$2.00 each. In addition we have Nagami Kumquat trees at \$2.00 each. Persian Limes topworked on order with Grapefruit sandwich at \$1.75 each.

## DELIVERY

All prices shown are F.O.B. our nursery, Avon Park; however, truck delivery of orders of 500 or more trees are made without charge. Orders of smaller size can be delivered at a cost of 20c per mile, computed on one-way mileage—minimum charge of \$5.00. Small orders may be shipped express, delivery charges collect. A packing charge of \$1.00 will be made on express orders.

## TERMS

TREES RESERVED BY PAYING 30c PER TREE DOWN, BALANCE WHEN TREES ARE DELIVERED

## OUR GUARANTY

We warrant all trees to be true to name, in good marketable condition and to have a good root system. Our liability is limited to the purchase price of the tree.

# WARD'S NURSERY

PHONES:

DAY 2-7541

NIGHT 2-7461 or 2-7161

P. O. BOX 846

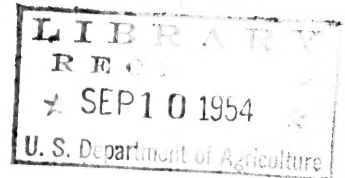
AVON PARK, FLORIDA



# WARD'S NURSERY

P. O. BOX 846

AVON PARK, FLORIDA



August 25, 1954

Dear Mr. Citrus Grower:

Mutual's figure of \$1.21 on-tree average for oranges this past season brought varied reactions — disappointment from those who sold for \$1.00 or less and unmitigated pleasure from the lucky boys who received \$1.50 or more. But all in all, it was another successful season and a spirit of optimism prevails on the coming crop. It was a good year for us too. For the year ending June 30, 1954 we moved 100,655 nursery trees — 44% of which were Valencia. We sold out of available Valencia and Pineapple before December 1953 and reluctantly turned down orders for thousands more.

We expect a repeat of this trend this season. Although we have increased our budding schedule, we have already accepted enough advance orders to indicate that we will again sell out of Valencia and Pineapple before December. Therefore, we urge you to place your orders now — don't wait and be disappointed.

A copy of our new price list is enclosed. You will note a slight advance in prices over last year's list, but comparison with prices of other reputable nurseries will show we are in line. The fact is that we held our prices from November 1950 although labor and other costs rose 20% in that period. At the same time we are furnishing superior quality trees by following procedures recommended by the Plant Board and the experiment stations.

A matter of serious interest to purchasers of citrus nursery stock is the freedom from the nematode causing "spreading decline". It is no secret that several nurseries have been quarantined because of infestation. In almost every case these nurseries had used the same land repeatedly for growing stock. We and a few other progressive nurseries have always used new land for nursery planting. This has been an expensive practice but one that assures our customers of receiving nematode-free stock. We have just completed lining out 30 acres of new land for 1955 budding and are currently clearing land for 1956 and later years. We shall be glad to show anyone these plots and the nursery blocks from which our current production will be dug.

Just a word of caution to those now planting citrus trees. The best insurance of a "good live" is plenty of water. We recommend using 12 -15 gallons of water in planting the trees and making a large enough cup to hold this much for subsequent waterings. The newly planted tree should be watered the second or third day and again the sixth or seventh day and as often thereafter as needed. Do not let the trees go into a severe wilt. Do not depend upon rains, even in the rainy season. Proper watering will pay for itself by giving you a 99% "live" while skimping may cause severe setback or loss.

Lemons are in the spotlight. Considerable talk, speculation, and unfounded claims are being made. We suggest that all available facts be had before going into this in a big way. Repeated tests show that the Avon Lemon, developed and propagated by us, stands at the top of the lists for concentrate purposes. We expect to have a limited supply for Spring planting.

Let us invite and urge you to visit our nursery and observe our cultural practices. We believe we raise the best nursery stock in the State — let us prove it to you.

Very truly yours,

A handwritten signature in dark ink, appearing to read "W. F. Ward".

W. F. Ward, Proprietor  
WARD'S NURSERY

**WARD'S NURSERY**

P. O. BOX 846

**Avon Park, Florida**



Sec. 34.66 P.L.&R.

**U. S. POSTAGE**

**1½c Paid**

**Avon Park, Fla.**

**PERMIT NO. 19**

Library, U. S. Dept of Agriculture  
Washington, 25, D. C.

**Form 3547 Requested**